

**CONTRACT**

**WCAU**  
**10 Monument Road**  
**Bala Cynwyd, PA 19004**  
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**SRCPMEDIA**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

<u>Contract / Revision</u> 339049 /		<u>Alt Order #</u>
<u>Product</u> <b>Political</b>		
<u>Contract Dates</u> <b>10/02/12 - 10/08/12</b>	<u>Estimate #</u> <b>305</b>	
<u>Advertiser</u> <b>TOM SMITH FOR SENATE</b>		<u>Original Date / Revision</u> 09/28/12 / 10/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WCAU</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 66695		<u>Advertiser Ref</u> 27415

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/02/12	10/05/12	5A-6A M-F NBC10 NEWS 5A-6A M-F	5A-6A M-F	- TWTF--	:30	4	\$200.00	NM	4	\$800.00
	LUR											
N 2	WCAU	10/02/12	10/05/12	6A-7A M-F	6A-7A M-F	- TWTF--	:30	4	\$600.00	NM	4	\$2,400.00
	LUR											
N 3	WCAU	10/02/12	10/05/12	7A-9A TODAY SHOW	7A-9A M-F	- TWTF--	:30	8	\$750.00	NM	8	\$6,000.00
	LUR											
N 4	WCAU	10/06/12	10/06/12	7A-9A SATURDAY	7A-9A SA	-----S-	:30	1	\$500.00	NM	1	\$500.00
	LUR											
N 5	WCAU	10/02/12	10/05/12	9A-10A TODAY SHOW 2	9A-10A M-F	- TWTF--	:30	8	\$275.00	NM	8	\$2,200.00
	LUR											
N 6	WCAU	10/07/12	10/07/12	8-10A SUNDAY	758A-956A SUNDAY	-----S	:30	2	\$350.00	NM	2	\$700.00
	LUR											
N 7	WCAU	10/02/12	10/05/12	10A-11A TODAY SHOW 3	10A-11A M-F	- TWTF--	:30	4	\$200.00	NM	4	\$800.00
	LUR											
N 8	WCAU	10/02/12	10/05/12	3P-4P M-F ELLEN	3P-4P M-F	- TWTF--	:30	4	\$325.00	NM	4	\$1,300.00
	LUR											
N 9	WCAU	10/02/12	10/05/12	4P-5P NBC10 NEWS	4-5P M-F	- TWTF--	:30	8	\$400.00	NM	8	\$3,200.00
	LUR											
N 10	WCAU	10/02/12	10/05/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F	- TWTF--	:30	8	\$500.00	NM	8	\$4,000.00
	LUR											
N 11	WCAU	10/02/12	10/05/12	6P-630P NBC10 NEWS	6P-630P M-F	- TWTF--	:30	4	\$650.00	NM	4	\$2,600.00
	LUR											
N 12	WCAU	10/06/12	10/07/12	6P-630P SA/SU	6P-630P SA/SU	-----SS	:30	2	\$600.00	NM	2	\$1,200.00
	LUR											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	Political	305

Advertiser	Original Date / Revision
TOM SMITH FOR SENATE	09/28/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	WCAU	10/02/12	10/05/12	7P-730P M-F CDR	7P-730P M-F	- TWTF - -	:30	4	\$950.00	NM	4	\$3,800.00
N 14	WCAU	10/02/12	10/05/12	730P-8P M-F LUR	730P-8P M-F	- TWTF - -	:30	4	\$850.00	NM	4	\$3,400.00
N 15	WCAU	10/02/12	10/05/12	11-1135P M-F LATE NEWS LUR	11P-1135P	- TWTF - -	:30	4	\$1,500.00	NM	4	\$6,000.00
N 16	WCAU	10/02/12	10/05/12	TONIGHT SHOW W/JAY LE LUR	1135P-107A	- TWTF - -	:30	9	\$450.00	NM	9	\$4,050.00
N 17	WCAU	10/08/12	10/08/12	5A-6A M-F NBC10 NEWS LUR	5A-6A M-F	M - - - - -	:30	1	\$225.00	NM	1	\$225.00
N 18	WCAU	10/08/12	10/08/12	6A-7A M-F LUR	6A-7A M-F	M - - - - -	:30	1	\$600.00	NM	1	\$600.00
N 19	WCAU	10/08/12	10/08/12	7A-9A TODAY SHOW LUR	7A-9A M-F	M - - - - -	:30	2	\$750.00	NM	2	\$1,500.00
N 20	WCAU	10/08/12	10/08/12	9A-10A TODAY SHOW 2 LUR	9A-10A M-F	M - - - - -	:30	2	\$400.00	NM	2	\$800.00
N 21	WCAU	10/08/12	10/08/12	10A-11A TODAY SHOW 3 LUR	10A-11A M-F	M - - - - -	:30	1	\$300.00	NM	1	\$300.00
N 22	WCAU	10/08/12	10/08/12	3P-4P M-F ELLEN LUR	3P-4P M-F	M - - - - -	:30	1	\$325.00	NM	1	\$325.00
N 23	WCAU	10/08/12	10/08/12	4P-5P NBC10 NEWS LUR	4-5P M-F	M - - - - -	:30	2	\$400.00	NM	2	\$800.00
N 24	WCAU	10/08/12	10/08/12	5-6P NBC10 NEWS @ 5 LUR	M-F 5-6P M-F	M - - - - -	:30	2	\$500.00	NM	2	\$1,000.00
N 25	WCAU	10/08/12	10/08/12	6P-630P NBC10 NEWS LUR	6P-630P M-F	M - - - - -	:30	1	\$575.00	NM	1	\$575.00
N 26	WCAU	10/08/12	10/08/12	7P-730P M-F LUR	7P-730P M-F	M - - - - -	:30	1	\$950.00	NM	1	\$950.00
N 27	WCAU	10/08/12	10/08/12	730P-8P M-F LUR	730P-8P M-F	M - - - - -	:30	1	\$850.00	NM	1	\$850.00
N 28	WCAU	10/07/12	10/07/12	NFL LATE NEWS LUR	11P-1205A	- - - - - S	:30	1	\$1,000.00	NM	1	\$1,000.00
N 29	WCAU	10/08/12	10/08/12	11-1135P M-F LATE NEWS LUR	11P-1135P	M - - - - -	:30	1	\$1,500.00	NM	1	\$1,500.00
N 30	WCAU	10/08/12	10/08/12	TONIGHT SHOW W/JAY LE LUR	1135P-107A	M - - - - -	:30	2	\$575.00	NM	2	\$1,150.00
N 31	WCAU	10/08/12	10/08/12	8-10P MO THE VOICE LUR	8P-10P	M - - - - -	:30	1	\$4,000.00	NM	1	\$4,000.00
N 32	WCAU	10/04/12	10/05/12	4P-5P NBC10 NEWS	4-5P M-F	- - - TF - -	:30	1	\$400.00	NM	1	\$400.00

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Advertiser	Original Date / Revision
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 33	WCAU	10/06/12	10/06/12	530-6A WALL STREET	530-6am	-----S-	:30	1	\$75.00	NM	1	\$75.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/06/12-10/06/12	530-6A WALL STREET	530-6am	-----Sa--	:30		<del>\$75.00</del>	NM		
	See MG 33.2											
	PREEMPT-PROGRAM CHANGE											
	2	WCAU	10/06/12-10/06/12	530-6A NBC10NEWS@530A 530A-6A		-----Sa--	:30		\$75.00	NM		
	Ⓜ MG for 33.1 10/06											
<b>Totals</b>											100	\$59,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	100	\$59,000.00	\$50,150.00
<b>Totals</b>	100	\$59,000.00	\$50,150.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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